



WXYZ

ORDER

Print Date 11/12/12

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Flight Dates **10/07/12-10/08/12**

Order Sep 00:20:00

Contract / Revision **313929 /**

Product
MI Energy MI Jobs Week 5 Add2

Estimate #

Original Date / Revision
10/04/12 10/31/12

Agency Com 15%

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Advertiser **MI Energy MI Jobs**

Demographic A25-54

Rev Codes POL POL ISS

Agency **Byrum & Fisk**

Product Codes PL

Priority P-1

Buying Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref

**1322 G Street SE
Washington, DC 20003**

**1322 G Street SE
Washington, DC 20003**

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 30% Market Value 72500

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	18125
WDWB	%	0
WJBK	25%	18125
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	20%	14500

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	16	\$18,487.50	\$21,750.00	0.00	10/01/12	10/08/12	16	\$18,487.50	\$21,750.00
Totals	16	\$18,487.50	\$21,750.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/08/12	10/08/12	430 AM News 7 Action News This Morni	CM	430a-5a	M-----	:30	1	\$300.00	P-2	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----		1		\$300.00		0.00				
N 2	WXYZ	10/08/12	10/08/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M-----	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----		1		\$2,000.00		0.00				
N 3	WXYZ	10/07/12	10/07/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

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Contract / Revision

313929

Flight Dates 10/07/12-10/08/12

Hiatus Dates

Original Date / Revision 10/04/12/ 10/31/12

Order Sep 00:20:00

Advertiser MI Energy MI Jobs

Product MI Energy MI Jobs Week 5 Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/07/12	10/07/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S					1	\$900.00		0.00		
N 4	WXYZ	10/07/12	10/07/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S					1	\$900.00		0.00		
N 5	WXYZ	10/08/12	10/08/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	M-----	:30	1	\$1,000.00	FX	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$1,000.00		0.00		
N 6	WXYZ	10/08/12	10/08/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	M-----	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$800.00		0.00		
N 7	WXYZ	10/08/12	10/08/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	M-----	:30	1	\$1,500.00	FX	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$1,500.00		0.00		
N 8	WXYZ	10/08/12	10/08/12	12-1pm M-F 12-1pm	CM	12-1pm	M-----	:30	1	\$1,200.00	FX	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$1,200.00		0.00		
N 9	WXYZ	10/08/12	10/08/12	M-F 1p-2p The Chew	CM	1-2pm M-F	M-----	:30	1	\$800.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$800.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WXYZ	10/08/12-10/14/12		M-F 1p-2p		1-2pm M-F	M-----	:30		(\$800.00)		0.00 NM		
Credited														
N 10	WXYZ	10/08/12	10/08/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M-----	:30	1	\$1,400.00	FX	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$1,400.00		0.00		
N 11	WXYZ	10/08/12	10/08/12	5p News 5-6pm M-F	CM	5-6pm M-F	M-----	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$1,800.00		0.00		
N 12	WXYZ	10/08/12	10/08/12	7p News M-F 7-730p	CM	7-730pm M-F	M-----	:30	1	\$2,500.00	FX	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$2,500.00		0.00		
N 13	WXYZ	10/07/12	10/07/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S					1	\$1,800.00		0.00		
N 14	WXYZ	10/08/12	10/08/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	M-----	:30	1	\$4,000.00	P-2	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M-----					1	\$4,000.00		0.00		



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Contract / Revision **313929** Flight Dates **10/07/12-10/08/12** Hiatus Dates
Original Date / Revision 10/04/12/ 10/31/12 Order Sep 00:20:00
Advertiser **MI Energy MI Jobs** Product **MI Energy MI Jobs Week 5** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WXYZ	10/08/12	10/08/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	M-----	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$400.00		0.00			
N 16	WXYZ	10/07/12	10/07/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,000.00		0.00			
N 17	WXYZ	10/07/12	10/07/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$250.00		0.00			
Totals														16	\$21,750.00